

Objective To use my *traditional advertising* background and *user-centered design* skills to arrive at inventive business-building creative solutions that *transcend both.*

Global creative director at **DDB Worldwide** - Paris, France. *2009 to present*

Work closely with clients to *re-position global brands.*

Follow re-branding projects from ethnographic interviews, to strategy, to product development, packaging and multi-channel communications.

Lead re-launch of Johnson&Johnson's RoC brand.

Master of Design Method **IIT's Institute of Design** - Chicago. *2008*

Courses emphasized strategic problem-solving and planning as well as visual story-telling and prototyping.

Creative director at **Cramer-Krasselt** - Chicago. *2006-2008*

Head creative on *Hyatt Hotels and Resorts.*

Developed and produced television commercials, do-not-disturb signs and everything in between.

Consultant for Chicago advertising agencies. *2005-2006*

Instrumental in Element 79 winning \$15 million Amway account.

Instrumental in Cramer-Krasselt winning \$250 million University of Phoenix account. Produced print and TV for it.

VP Creative Director at **Leo Burnett** - Paris, France. *2001-2004*

Head creative on *Disneyland Resort Paris account in Europe.*

Lead creative teams in 7 countries.

Got to work with Mickey, Dumbo and Michael Eisner.

Other clients included Kellogg's and Coca Cola.

Art Director at Chicago advertising agencies. *1990-2001*

Concept development and *art direction* of TV commercials and print advertising for clients in various categories. Details upon request.